

MEMORANDUM

JUNE 22, 1978

TO: BOSTON REDEVELOPMENT AUTHORITY  
FROM: ROBERT F. WALSH, DIRECTOR  
SUBJECT: MERCANTILE WHARF ASSOCIATES  
DOWNTOWN-WATERFRONT URBAN RENEWAL AREA  
PARCEL C-2-D

On November 14, 1974, the Authority voted to approve the 121A Application of Mercantile Wharf Associates, the Redeveloper of the Mercantile Wharf Building Parcel C-2-D in the Waterfront. The Authority further amended that decision to allow for certain minor deviations from the Building Code on December 19, 1974. This First Amendment was approved by the Mayor on December 26, 1974.

The Mercantile Wharf Associates has filed a request with the Authority that a Second Amendment to its application be approved to permit additional minor deviations from the Boston Zoning Code. These Amendments would allow for additional signage for the commercial tenants on the ground floor of the building.

Our Staff has reviewed the request and agrees with the Redeveloper that the changes are an economic necessity. The present signage gives this commercial space very poor identification which the proposed changes will correct. The redeveloper, its architect and our design staff have worked very closely and have established a set of guidelines which will preclude any serious violation.

It is therefore recommended that the request be approved and that the application of Mercantile Wharf Associates for Application and Approval of Project Under Chapter 121A be amended a second time. Appropriate Votes are attached.

Attachment

VOTED: That permission be and hereby is granted to Mercantile Wharf Associates, a Limited Partnership duly organized and existing under the provisions of Massachusetts General Laws, C. 121A to deviate from Sections 11-2(d)(i); 11-2(d)(ii); 11-2(d)(v) and 11-2(i) of the Boston Zoning Code for the Mercantile Wharf building located at 71-117 Commercial Street and that said permission be forwarded by the Secretary to the Mayor for his concurrence.

VOTED: That the Authority's Report and Decision of November 14, 1974, as amended on December 19, 1974, be amended by adding to Exhibit E, Section I, the following new paragraphs:

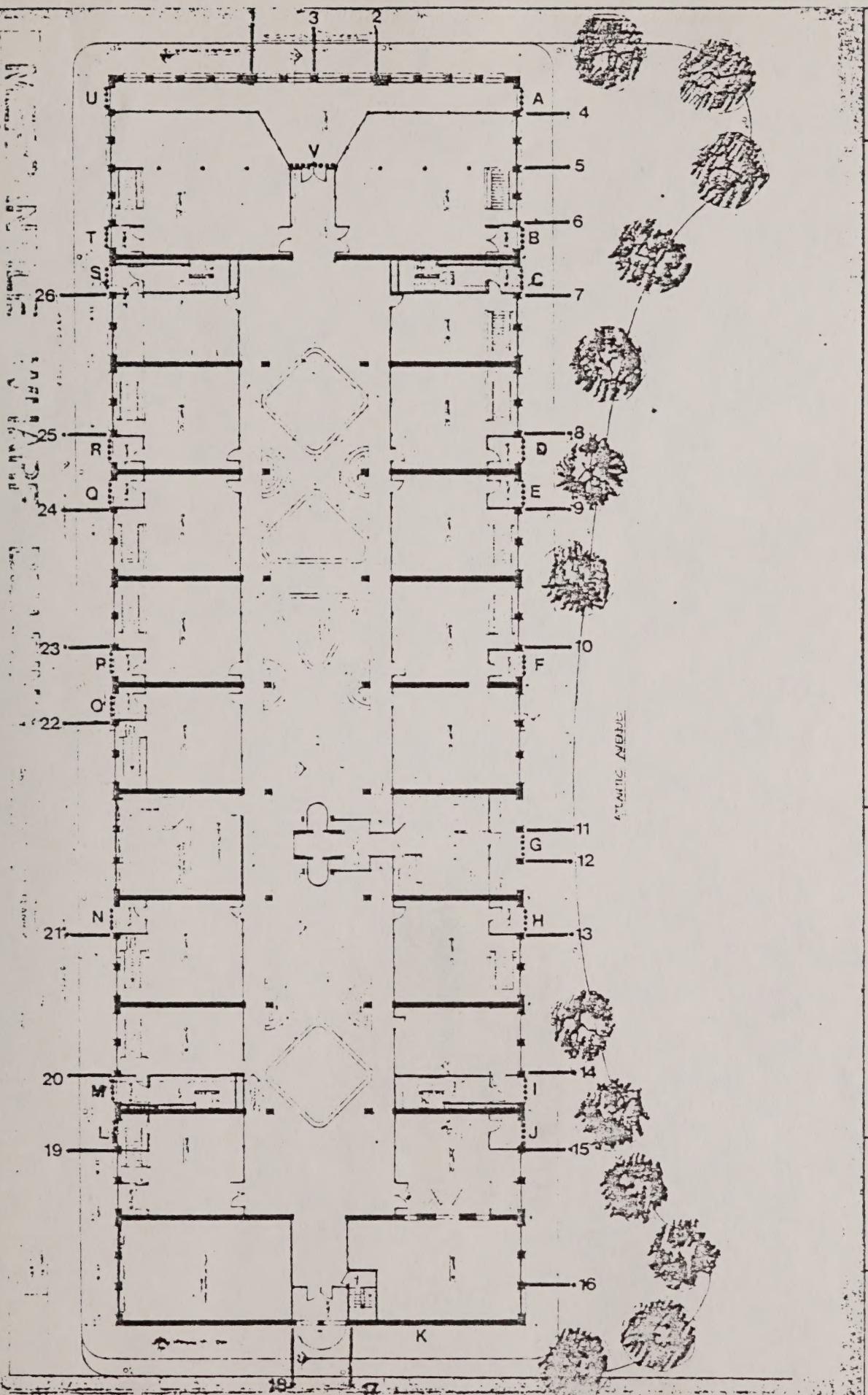
5. Article II. Section 11-2(d)(i): The number of projecting signs allowed is one per entrance. Each commercial enterprise including the building itself shall have two projecting signs per entrance in accordance with Drawing No. 2 hereto annexed.

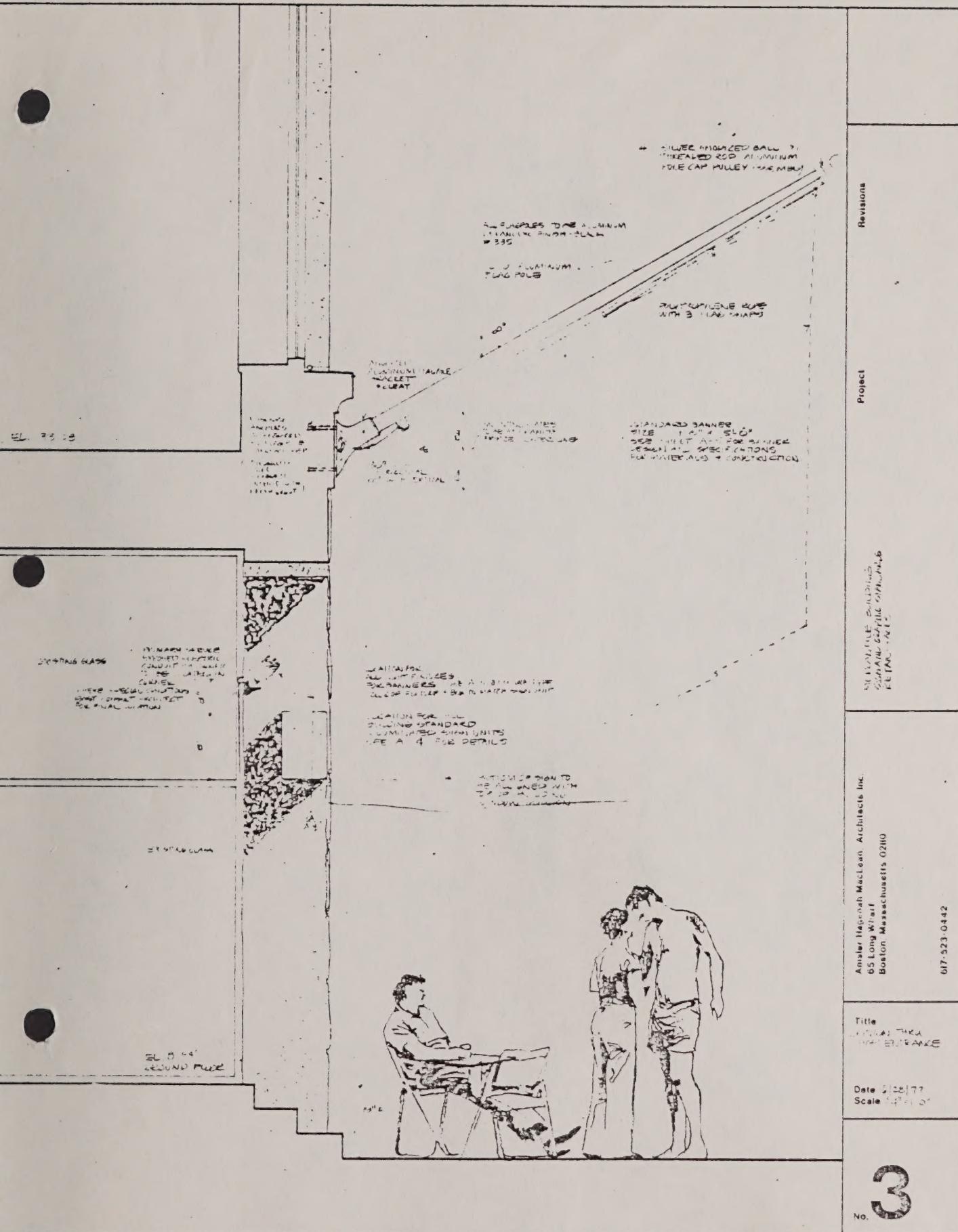
6. Article II. Section 11-2(d)(ii). A projecting sign may project no more than six feet from the face of the building. All projecting signs will project ten and one half (10 1/2) feet from the building face in accordance with Drawing No. 3 hereto annexed.

7. Article II, Section 11-2(d)(v). The area of a projecting sign may not exceed twenty-four (24) sq. ft. The area of each of the projecting signs will be fifty-two and one-quarter (52 1/4) square feet as shown on Drawing No. 3 hereto annexed.

8. Article II. Section 11-2(i). The total area of all signs proposed for each side bay cannot exceed eighty-eight (88) square feet. The area of the signs will be as follows: (a) Cafe Felix-Atlantic Avenue Side Bay 175.75 sq. ft.; (b) Mercantile Building Entrance Atlantic Avenue side bay 113.5 square feet; (c) in all other side bays (except electric and boiler rooms which have none and the Commercial Street side of Cafe Felix which has a total area less than 50 sq. ft.) the total area of all signs will be 61.25 sq.ft. in accordance with the drawings hereto annexed.

9. All of the deviations granted in Paragraphs 5, 6, 7 and 8 above are to be in conformance with specifications dated June 27, 1977, and entitled "Mercantile Building Sign and Graphic Standards, Retail Shops" as prepared by Amsler, Hagenah, McLean Architects, Inc. of 65 Long Wharf, Boston.





3

